

## FUN WITH FACTS

# Promoter pursuing bits of Utah trivia

*Board game developer envisions it as being of, by and for the people.*

**By Elaine Jarvik**

Deseret News staff writer

Mark Maurer grew up in Southern California, which means he never had to memorize the capital of Garfield County or the size of the Kennecott Copper pit. But no matter. Even though everyone else had a head start, Maurer is hoping to soon be the king of Utah trivia.

Maurer, the owner of a local advertising company, is in the process of developing a board game based on Utah facts. The game is modeled after Trivia San Diego, which was introduced last winter in California.

Utah Trivia will be ready by August, Maurer hopes. But first he needs your help.

Maurer wants you to send him the most interesting facts you know about Utah, especially facts that might not be in history textbooks or be common knowledge. On the other hand, they shouldn't be too obscure either. And they shouldn't just be hearsay.

Maurer says he will try to document each answer before "immortalizing" it in the game.

Maurer envisions Utah Trivia as a game of, by and for the people.

"Never before has a game company allowed the people to create their own game," says the enthusiastic Maurer, who is fond of the occasional hyperbole. Actually, games such as Clever Endeavor already use questions submitted by the public. But Maurer is a promoter, not a game historian.

The idea behind Utah Trivia, says Maurer, is "a chance to learn about Utah while having fun." Categories for the 1,600 questions will include General Trivia, Arts, Entertainment, History and Sports.

Send your questions to Mark Maurer, MGM Advertising, 4140 S. 500 West, Suite 4, Salt Lake City, UT 84123. Include your name, address and phone number.

Maurer is also looking for corporate sponsors to help offset the more than \$100,000 he predicts it will cost to develop the game. The sponsors will receive space on the game board.

He says he first thought of doing the game because he wanted to promote a product that was "pro-Utah."

"I remember seeing a T-shirt that says, 'Eat, drink and be merry, for tomorrow you may be in Utah.' Even though these things are funny and cute, they're negative," says Maurer, who moved to Utah 11 years ago.



Mark Maurer shows off a prototype of his Utah Trivia game. Right now he's collecting bits of trivia.

Fifty cents of every game sold, he says, will be donated to AMI-CUS, the volunteer arm of the Des-

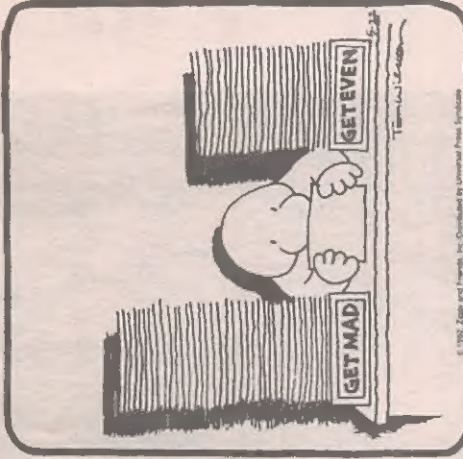
eret Foundation, the research and education component of LDS Hospital.



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THE FAR SIDE

